

About this report

This report uses consumer survey data to analyse the trends in distribution channels, spend and handset replacement cycles among smartphone users in the Middle East. It also assesses operators' smart device offerings (such as games consoles and smart watches) and consumers' adoption of such devices.

The survey was conducted in association with On Device Research between June and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country, and 3000 in the region.



GEOGRAPHICAL COVERAGE

Middle East:

- 0
- Kuwait
- Oman
- Saudi Arabia
- UAE

WHO SHOULD READ THIS REPORT

- Operator strategy teams, marketing managers and device teams who are interested in understanding consumer market trends, the role of operators as smartphone distribution channels and the impact of differing approaches to pricing in the market.
- Strategy and regional teams of equipment/device manufacturers that want to identify end-user trends in device usage and help their operator customers to improve their ability to address market opportunities.
- Other players, such as software providers, that are interested in handset and smart device trends in the Middle East.



KEY QUESTIONS ANSWERED IN THIS REPORT

- How well do operators perform as smartphone sales channels, and how important are digital sales channels?
- How long are consumers keeping their smartphones for and how much are they spending on replacements?
- What smart devices are smartphone users most interested in and how can operators capitalise on this demand to derive additional revenue and improve their consumer propositions?







Executive summary

Analysis

Appendix

Methodology and panel information

About the author and Analysys Mason



Our research programmes



Consumer Services programmes

Fixed Broadband Services Mobile Services Fixed-Mobile Convergence Smart Devices **Future Comms** Video, Gaming and Entertainment Digital Services



Networks programmes

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies



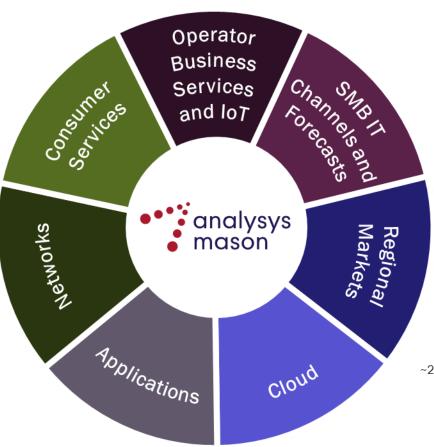
Applications programmes

Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares



Cloud programmes

Cloud Infrastructure Strategies Data, AI and Development Platforms Edge and Media Platforms Multi-Cloud Networking







Enterprise Services SME Services IoT Services Private Networks





Regional Markets programmes



Global Telecoms Data and Financial KPIs Americas Asia-Pacific

Middle East and Africa European Core Forecasts European Telecoms Market Matrix **European Country Reports**





~2800 forecast and 280+ historical metrics Regional results and worldwide totals

Operator historical data

analysysmason.com/what-we-do/practices/research



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